

Communications Engagement Plan Schedule

	Activity	Communication Tool / Task	Responsible
Phase 1: Planning & Production	Communications and Engagement Plan drafted	Draft Plan with example materials	Community Engagement Specialist
	Messaging development	<ul style="list-style-type: none"> • Draft advertisement • SM post content plan • Flyers for key contact centres • Home page web banner • Media releases • Pop-up displays 	Community Engagement Specialist / Communications Advisor
	Communications and Engagement Plan approved	Internal approval: <ul style="list-style-type: none"> • Project Team • Manager Customer & Public Relations 	Customer and Public Relations Team
	Finalise stalls	<ul style="list-style-type: none"> • Venue bookings 	Planning Team
	Engagement/feedback form design	<ul style="list-style-type: none"> • Prepare feedback form (hard copy and online) • Engagement HQ project page 	Customer and Public Relations Team / Planning Team
	Production	<ul style="list-style-type: none"> • Flyers/handouts • Posters/banners 	Customer and Public Relations Team
	Phase 2: Roll Out	Survey Open	Feedback form uploaded Website page live.
Distribution of print materials to all City locations		Formal correspondence with invitation to provide comment via letterbox drop, includes relevant Committees of Council.	Community Engagement Specialist/ Records team
Media release(s)		Media release issued – announcing feedback period open	Community Engagement Specialist / Communications Advisor
Signage installation		Signs are 'installed' at significant trees throughout the City with high foot traffic visibility	Planning Team
Socials 1		Awareness 1: FB Boosted	Community Engagement Advisor / Digital Media Specialist
Survey mail out		Survey mail out to residences	Community Engagement Advisor / Digital Media Specialist
Community pop-up 1		Kalamunda Central with specific pull up banner, poster and survey	Customer and Public Relations Team / Planning Team

Communications Engagement Plan Schedule

	Print Ad(s)	Open for comment, pointers to website	Community Engagement Specialist / Communications Advisor
	Socials 2	Awareness 2: Twitter Boosted	Community Engagement Advisor / Digital Media Specialist
	Market Booth	Kalamunda Market Booth with specific pull up banner, poster and survey	Customer and Public Relations Team / Planning Team
	Community pop-up 2	Forrestfield Plaza with specific pull up banner, poster and survey	Customer and Public Relations Team / Planning Team
	Socials 3	Awareness 4	Community Engagement Advisor / Digital Media Specialist
	Socials 4	Awareness 5: Insta Boosted	Community Engagement Advisor / Digital Media Specialist
	Community pop-up 3	Kalamunda Central with specific pull up banner, poster and survey	Customer and Public Relations Team / Planning Team
	Socials 5	Awareness 5	Community Engagement Advisor / Digital Media Specialist
	Socials 6	Awareness 6	Community Engagement Advisor / Digital Media Specialist
	Survey Close	Update Engagement HQ and redirect to Kalamunda website	Digital Media Specialist
	Sign collection	Collection of signs and return to storage	Customer and Public Relations Team / Planning Team
Thank you campaign	Thank you messages (website, Facebook, Twitter)	Digital Media Specialist	
Phase 3: Evaluation of Feedback	Evaluation and Assessment	Engagement Report <ul style="list-style-type: none"> • Outcomes summary • Feedback forms • Campaign review • Infographic of outcomes summary 	Community Engagement Advisor / Digital Media Specialist
	Engagement Results Report	Engagement results made public and inform preparation of a draft local planning policy to be presented to Council for adoption to advertise.	Planning Team